

What is claimed is:

1. An image forming system comprising:

a printing unit for forming additional images in
5 addition to document images; and

an alteration means for altering printing fees for the
document images based on times required for forming the
additional images.

2. An image forming system according to claim 1, in
10 which said additional images are advertisements.

3. An image forming system according to claim 1, in
which said printing unit forms the additional images on the
backside of sheets where the document images are formed.

4. An image forming system according to claim 1, in
15 which said printing unit forms the additional images on
sheets separate from the sheets where the document images
are formed.

5. An image forming system according to claim 1 further
comprising:

20 a determining means for determining fees to be charged
to providers of the additional images based on the times
required for forming the additional images.

6. An image forming system according to claim 1, in
which said alteration means reduces the printing fees for

the document images when the times required for forming the additional images are longer.

7. An image forming system according to claim 1 further comprising:

5 a display unit for displaying information concerning the printing fees altered by said alteration means.

8. An image forming system according to claim 1 further comprising:

an image selection unit for selecting additional images
10 to be printed from multiple additional images; and

a setup unit for setting up a color mode for printing the document images.

9. An image forming system according to claim 8, in which said alteration means reduces the printing fees for
15 the document images when a combination of a color mode of the document images and a color mode of the additional images is a combination which makes the times for forming the additional images longer.

10. An image forming system comprising:

20 a printing unit for forming additional images in addition to document images; and

a mode selection unit for selecting an additional image mode that forms only the additional images without printing any document images.

11. An image forming system according to claim 10 further comprising:

a control unit for charging fees only to providers of the additional images when the additional image mode is
5 selected at said mode selection unit.

12. An image forming system comprising:

a memory unit that stores multiple additional images;
a printing unit for forming additional images selected from multiple additional images in addition to document
10 images; and

an alteration means for altering printing fees for the document images based on the selected additional images.

13. An image forming system comprising:

a printing unit for forming additional images in
15 addition to document images;

an alteration means for altering printing fees for the document images when the additional images are formed; and

a display unit for displaying information concerning the printing fees altered by said alteration means.

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